Detailed Course Syllabus

Academic year: 2026/2027	**Semester:** Summer semester
Year of study: 1	**Study programme:** Komunikologija (R) (elective) (Prijediplomski)

I. BASIC COURSE INFORMATION

Name: Marketinška komunikacija u digitalno doba

Abbreviation: IZBP245

ECTS: 4	**Code:** 267699

Prerequisites: No

Total Course Workload

Teaching Mode	**Total Hours**
Lecture	30
Seminar	15

Class Time and Place: HKS - according to the published schedule

II. TEACHING STAFF

Course Holder

Office Hours: According to the published schedule

Course Assistant

III. DETAILED COURSE INFORMATION

Teaching Language: Hrvatski

Course Description

Textbooks and Materials

Required

Supplementary

Examination and Grading

To Be Passed DA	**Exclusively Continuous Assessment** NE	**Included in Average Grade** DA

Prerequisites to Obtain Signature and Take Final Exam

Examination Manner

Grading Manner
Detailed Overview of Grading within ECTS
IV. WEEKLY CLASS SCHEDULE